

REP HEADLINE# 6297841
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG24/12 17.47
*** WFLA-TV ***

ADV # ADV. NAME FOLI/C MACK/R/SEN/FL REP. # OFF. # SALESMAN #
AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

919 PRINCE STREET SALES PRSN WA- MEGHAN MCGARR (H)
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6297841 CLASS: NATL. LOCAL REGIONAL

PRDCT FRIENDS/CONNIE MACK EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 SEP2/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG24/12 17.47

REP: NEW ORDER
TOTAL \$17,550 @ 11X
PLEASE CONFIRM
THANKS! ASHLEY FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FRIENDS OF CONNIE MACK



8/29

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			500P-530P	30		\$850.00	8/28	8/29	2		TU-W	2
PROGRAM : 5P NEWS												
RA65+ : 5.0												
2			530P-600P	30		\$925.00	8/30	8/31	2		TH-F	2
PROGRAM : 530P NEWS												
RA65+ : 5.0												
3			600P-630P	30		\$2,000.00	8/28	8/31	4		TU-F	4
PROGRAM : 6P NEWS												
RA65+ : 8.0												
4			700P-730P	30		\$2,000.00	8/28	8/30	3		TU-TH	3
PROGRAM : 7P NEWS												
RA65+ : 7.0												

8/29/12 FCC (CS)

REP HEADLINE# 6297841
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG24/12 17.47
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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SEP/12			17550.00									
CONTRACT TOTAL												17550.00
TOTAL SPOTS												11

MARKET TOTALS \$47,650 WFLA 37% WFTS 10% WTSP 9% WTVT 44% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

ACCURATE SHARES

SVC- NSI BOOKS- AUG/PJ
 DEMOS- RA65+*

REP HEADLINE# 6297841
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
RECAP
AUG27/12 10.49
*** WFLA-TV ***

ADV # ADV. NAME POLI/C MACK/R/SEN/FL

AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES

566 SOUTH ROUTE 303

BLAUVELT, NY 10913

REP. # OFF. # SALESMAN #

BUYER NAME MARIANNE CAMPBELL

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6297841

CLASS: NATL. LOCAL REGIONAL

PRDCT FRIENDS/CONNIE MACK EST#426 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 SEP2/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG27/12 10.49

REP: REVISION
UPDATED ACCURATE AGY CODE
UPDATED ACCURATE EST. #
TTL SAME
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FRIENDS OF CONNIE MACK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			500P-530P	30		\$850.00	8/28	8/29	2		TU-W	2
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 426												
2			530P-600P	30		\$925.00	8/30	8/31	2		TH-F	2
3			600P-630P	30		\$2,000.00	8/28	8/31	4		TU-F	4

PROGRAM : 5P NEWS
RA65+ : 5.0

PROGRAM : 530P NEWS
RA65+ : 5.0

PROGRAM : 6P NEWS
RA65+ : 8.0

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			700P-730P	30		\$2,000.00	8/28	8/30	3		TU-TH	3
PROGRAM : 7P NEWS												
RA65+ : 7.0												
SEP/12 17550.00												
CONTRACT TOTAL											17550.00	
TOTAL SPOTS											11	

MARKET TOTALS \$47,650 WFLA 37% WFTS 10% WTSP 9% WTVT 44% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%
 ACCURATE SHARES
 SVC- NSI BOOKS- AUG/PJ
 DEMOS- RA65+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 756 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 17550	Campaign Ref: E:120827002
Buyer: ..	Client/Product/Estimate: ././426	Sales Rep: HRP Washington, DC
Schedule Dates: 08/27/12 to 09/02/12	Weeks: 1	Order Ref: 06297841
Est./PO Number: 06297841	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Frnds Of Connie Mack	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/27	Total	Cost
1	M-F 5p News .TW....	04	850	30 Comme	Nbr of Spots	2	1700
2	M-F 530p News ...TF..	03	925	30 Comme	Nbr of Spots	2	1850
3	M-F 6p News .TWTF..	02	2000	30 Comme	Nbr of Spots	4	8000
4	M-F 7p News .TWT...	01	2000	30 Comme	Nbr of Spots	3	6000
Weekly Totals: Total Spots (Ord Spots)					11	11	

Grand Totals				Month 9 Weeks: 5			
Totals				08/27			
Spots				11			
Cost				17550			

Grand Totals:	Spots: 11
	Gross Total: 17,550.00

Commission:	2,632.50
Net Total:	14,917.50



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

48825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Connie Mack/ R/ Senate/ FL
PROD: Frnds Of Connie Mack

2012
INVOICE DATE 09/30/12
ORDER TYPE Political
WFLA I SS
E:120827002
WFLA
INVOICE NUMBER 0100032697
PAGE 1
BROADCAST MONTH 08/27/2012 - 09/3
SCHEDULE DATES 8/27/12- 9/02/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /426
Desc: 06297841

SCHEDULE			ACTUAL BROADCAST					RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 5p News	850.00	1 2	8/28	TU	05:23P	30	*WFLA :30 Commercial	850.00	
			8/29	WE	05:28P	30	CMFR0823H	850.00	
M-F 530p News	925.00	2 2	8/30	TH	05:56P	30	*WFLA :30 Commercial	925.00	
			8/31	FR	05:51P	30	CMFR0823H	925.00	
M-F 6p News	2000.00	3 4	8/28	TU	06:12P	30	*WFLA :30 Commercial	2000.00	
			8/29	WE	06:12P	30	CMFR0823H	2000.00	
			8/30	TH	06:16P	30	CMFR0823H	2000.00	
			8/31	FR	06:13P	30	CMFR0823H	2000.00	
M-F 7p News	2000.00	4 3	8/28	TU	07:20P	30	*WFLA :30 Commercial	2000.00	
			8/29	WE	07:13P	30	CMFR0823H	2000.00	
			8/30	TH	07:26P	30	CMFR0823H	2000.00	
Total Airtime Gross Spot Revenue:						17,550.00			

PERIOD COST 17,550.00

11 Total Units
ACTUAL GROSS BILLING 17,550.00
AGENCY COMMISSION 2,632.50
NET DUE 14,917.50
SUB-TOTALS Debits .00 Credits .00
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Connie Mack/ R/ Senate/ FL
PRODUCT Frnds Of Connie Mack

INVOICE NUMBER 0100032697
BROADCAST MONTH 08/27/2012 - 09/30
AMOUNT DUE 14,917.50

REMIT TO:

*00226

000048825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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